

## WILSON LEARNING ANNOUNCES AVAILABILITY OF NEWLY UPDATED AND ENHANCED SALES AND CORPORATE NEGOTIATIONS PROGRAM

**Edina, Minn. — Apr. 18, 2005** — Wilson Learning Corporation, a worldwide provider of Human Performance Improvement solutions, today announced the availability of its newly updated and enhanced *Negotiating To Yes* program. The release underscores the company's commitment to ensuring that its offerings are based on forward-thinking best practices and applicable to today's dynamic business environment.

"The point of effective negotiations – whether it be in sales or just everyday business – isn't simply to defeat the other side," says Tom Roth, president of Wilson Learning Corporation. "Sure, that kind of approach may eventually lead to compromise, but it won't lead to win-win agreements that lay the groundwork for long-term professional relationships."

The newly revised program is available in two versions: *Negotiating to Yes – Sales Edition* and *Negotiating to Yes – Corporate Edition*. The sales edition was designed specifically for helping organizations increase their sales effectiveness and improve profits while strengthening customer relationships. The corporate edition was created to help businesspeople influence decision-making while strengthening both internal and external professional relationships. Both editions were developed through an ongoing strategic alliance between Wilson Learning and Dr. William L. Ury, co-founder of Harvard's Program on Negotiation and co-author of *Getting To Yes*, the bestselling negotiations book ever.

"Our newly updated and enhanced *Negotiating to Yes* solutions displace conventional Positional Bargaining with Principled Negotiation," says David Yesford, vice president of product management, Wilson Learning Worldwide. "In other words, it enables organizations to turn face-to-face confrontation into side-by-side problem solving, which in turn leads to the establishment of mutually beneficial business agreements with staying power."

Wilson Learning is also sponsoring a free Webinar featuring Dr. Ury on the topic of Principled Negotiation. More information about the Webinar and *Negotiating to Yes* is available at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling 800.328.7937.

### About Wilson Learning

Wilson Learning is a global leader in Human Performance Improvement solutions for Fortune 500 and emerging organizations, with operations in the United States and 30 other countries worldwide. The company creates synergy between people and business strategy through an extensive range of world-class content, technology, and services. Its integrated offerings include strategic consulting and strategy implementation, innovative assessment and selection systems, performance-based measurement tools, top-notch performance consultants, and leading-edge electronic and blended learning solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling 800.328.7937.

for immediate release

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